

REMARKS

Claims 1-2, 6-7, 10-15, 20-29, and 36 are pending. Claims 3-5, 8-9, 16-19, 30-35, and 37-39 have been canceled. Claims 1-2, 10-15, 20-29, and 36 have been amended. Applicant reserves the right to pursue the original and other claims in this and any other application.

Claims 10 and 14 stand objected to as duplicative. Dependent claims 10 and 14 have been revised to depend from the appropriate claim 1 resolving the objection.

Claims 11 and 15 stand objected to as duplicative. Dependent claim 15 has been amended to depend from the appropriate claim 2 resolving the objection.

Claims 16 and 17 stand objected to as duplicative. Claims 16 and 17 have been canceled rendering this objection moot.

Claims 18 and 19 stand objected to as duplicative. Claims 18 and 19 have been canceled rendering this objection moot.

The specification stands objected to for failing to disclose claimed subject matter in claims 16-19 and 30-35. Claims 16-19 and 30-35 have been canceled rendering this objection moot.

Claim 1 stands rejected as indefinite as a conditional limitation. Applicants submit that as amended claim 1 no longer is conditional rendering it definite.

Claims 10 and 14 stand rejected for lack of antecedent basis for "said result box." Applicants submit that as amended claims 10 and 14 have an antecedent basis for "said result box" as they now depend from amended claims 1 and 2.

Claim 20 stands rejected for lack of antecedent basis for "said action box." Applicants submit that as amended claim 20 has an antecedent basis for "said action box" as it now depends from claim 12.

Claim 22 stands rejected for lack of antecedent basis for "said seller contact preference."
Applicants submit that as amended claim 22 has an antecedent basis for "said seller contact preference" as it now depends from claim 20.

Claim 24 stand rejected for lack of antecedent basis for "said save search function."
Applicants submit that as amended claim 24 has an antecedent basis for "said save search function" as it now depends from claim 22.

Claim 25 stands rejected for lack of antecedent basis and for uncertainty whether buyer requests seller information or a seller response. Applicant submits that as amended claim 25 has an antecedent basis in claim 23 and that buyer requests a response from a seller.

Claim 26 stand rejected for lack of antecedent basis for "said matches box." Applicants submit that as amended claim 26 has an antecedent basis for "said matches box" as it now depends from claim 12.

Claim 27 stand rejected for lack of antecedent basis for "said complements box."
Applicants submit that as amended claim 27 has an antecedent basis for "said complements box" as it now depends from claim 12.

Claim 28 stand rejected for lack of antecedent basis for "said statistical alternative box."
Applicants submit that as amended claim 28 has an antecedent basis for "said statistical alternative box" as it now depends from claim 12.

Claim 29 stand rejected for lack of antecedent basis for "said advertisements box."
Applicants submit that as amended claim 29 has an antecedent basis for "said advertisements box" as it now depends from claim 12.

Claims 30, 32 and 34 stand rejected for lack of antecedent basis for "said action box."
Claims 30, 32 and 34 have been canceled rendering this rejection moot.

Claims 1-2, 4-15, 20-21, 23-24, and 26-36 stand rejected under 35 U.S.C. 102(b) as being anticipated by Pugliese.

Applicants submit that as amended claims 1, 2 and 36 are patentable over Pugliese because Pugliese does not disclose the system of the invention with a plurality of result boxes. Claims 1, 2, and 36 have been amended to include the “plurality of result boxes” of original claims 8 and 9. The Office Action equates the “plurality of result boxes” to the schematic of FIG. 26 of Pugliese. FIG. 26 discloses the individual functions and components of the software and hardware supporting the Shop Live System of Pugliese, such as a shopper profile, store registry, shopping cart, video catalog data, order fulfillment, product shipping, warehouse management, etc. These are the building blocks of the system that accomplishes the search and other services disclosed in Pugliese. [0376]. These functions do not anticipate the results boxes of the present application which displays the results of the buyer’s research. The result boxes of the present invention contain information, such as products and merchants that satisfy the buyer’s criteria. For at least this reason, the rejection of claim 1, 2 and 36 over Pugliese should be withdrawn and the amended claims allowed.

Claims 6, 10-12, 20, 22, 24, and 26-29 depend from claim 1 and are allowable over Pugliese for at least the reasons stated with respect to claim 1 and on their own merits. Therefore, the rejection of claims 6, 10-12, 20, 22, 24 and 26-29 should be withdrawn and the claims allowed.

Claims 7, 13-15, 21, 23, and 25 depend, directly or indirectly, from claim 2 and are allowable over Pugliese for at least the reasons stated with respect to claim 2 and on their own merits. Therefore, the rejection of claims 7, 13-15, 21, 23, and 25 should be withdrawn and the claims allowed.

Claims 16-19 and 22 stand rejected under 103(a) as being unpatentable over Pugliese in view of Foth. Claims 16-19 have been canceled rendering the 103(a) rejection moot. Claim 22 indirectly depends from claim 1 and is allowable for at least the reasons stated with respect to claim 1. Therefore, the rejection of claim 22 should be withdrawn and the claim allowed.

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Amendment dated August 21, 2008
Reply to Office Action of February 21, 2008

Docket No.: B9330.0002/P001

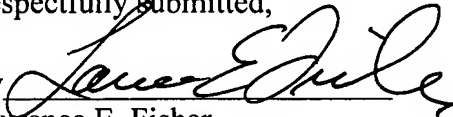
Claim 25 stands rejected under 103(a) as being unpatentable over Pugliese in view of official notice. Claim 25 indirectly depends from claim 2 and is allowable for at least the reasons stated with respect to claim 2. Therefore, the rejection of claim 25 should be withdrawn and the claim allowed.

In view of the above amendment, Applicants believe the pending application is in condition for allowance.

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Respectfully submitted,

By


Laurence E. Fisher

Registration No.: 37,131
DICKSTEIN SHAPIRO LLP
1825 Eye Street, NW
Washington, DC 20006-5403
(202) 420-2200
Attorney for Applicant